U.S. Army Recruiting Command

Hispanic Market and Production Analysis Update

Sequence of Analysis

- **Hispanic Market Introduction - 9 Primary Qualities, etc.**

- **Total Hispanic and Sub-culture Population Demographics - County Level Thematics.**

- **USAREC Hispanic Contract Production:**
  - **FY00 vs. FY02 by RSM**
  - **Hispanic Production Profile: I-IIIA, Gender, Career Division, CMF**

- **Brigade Production Analysis**

- **Battalion and RS Production Analysis / Thematics:**
  - **Production-to-Population Ratios**
  - **Total Hispanic Contracts and Hispanic I-IIIA Contracts**

- **HSIs, Post-Secondary School Breakouts, and College Prod. Analysis**

- **Competitive Production Analysis**

- **Spanish-Speaking OPRA**

9 Primary Market Qualities

- Language Barrier - 78% of 16-24 year-old Hispanics learned Spanish as their first language. Over half of Hispanics over age 35 speak Spanish exclusively at home.*

- Family Orientation - Parents are gatekeepers for major decisions made by Hispanic youth and young adults.*

- Close-Knit Communities - Well established Hispanic advocacy organizations seek advancement opportunities (LULAC, National Council of La Raza, HACU, MALDEF, USHCC, etc). Organization and community leaders value stable personal relationships.

*** Army Brand Group FY02 Army Marketing Plans**

9 Primary Market Qualities

- High Secondary School Drop-out Rate - The national Hispanic high school drop-out rate is **29%** (vs 11% for the overall population).*

- High College Drop-out Rate:
  - " Only **42%** of Hispanics attend college (vs. national rate of 63%).
  - " Of those that attend, **75%** do not graduate.
  - " Hispanics attend junior colleges at a **higher rate** than non-Hispanics.
  - " Hispanics attend college part-time at a **higher rate** than non-Hispanics.
  - " Hispanic undergraduate enrollment is concentrated in **approx. 200** colleges known as Hispanic-Serving Institutions (**HSIs**).**

*** NCES Condition of Education 2001 (data from 1999)**
**** NCES & Dept. of Education Educational Resources Information Center**

9 Primary Market Qualities

- Immigrant Populations - Likely to have significant misperceptions about the role of the Army in American society versus the role in their native country. Unaware of educational and training opportunities that exist in Army programs. *

- Regionalized Populations - Majority of the national Hispanic population can be found in the "Top 10 Hispanic Bns" (Los Angeles, San Antonio, Miami, Phoenix, Southern California, New York City, Houston, Dallas, Sacramento, and Chicago).

- Developed Sub-Cultures - The market is not homogeneous. It is made up of Mexican (58.8%), Puerto Rican (9.6%), Cuban (3.5%), and Latin American populations (4.8%). [The remaining 23.3% = "Other" Hispanic]

" Marines Corps and Navy Market Foothold - Thru FY01, these two services have traditionally out-produced the Army in the Hispanic Market. 1st Qtr FY02 reveals an interesting market shift.

*** Army Brand Group FY02 Army Marketing Plans**

Additional Market Qualities

- Hispanic Youth are more sensitive to group affiliations*

- Hispanic Youth are more likely to worry about not getting into college*

- Census 2000 data:
  - Almost one out of every five babies born between 1997 and 2001 were Hispanic.
  - National mean age for Hispanics is only 25.
  - Pop growth stats:

Census	2000 Pop	2010 Proj	% change
Hispanic	11.40%	13.8%	31.2%
Caucasian	71.8%	68.0%	2.7%
Afr. Amer.	12.2%	12.6%	11.6%
Asian / PI	3.9%	4.8%	36.1%
Other	0.7%	0.8%	13.0%

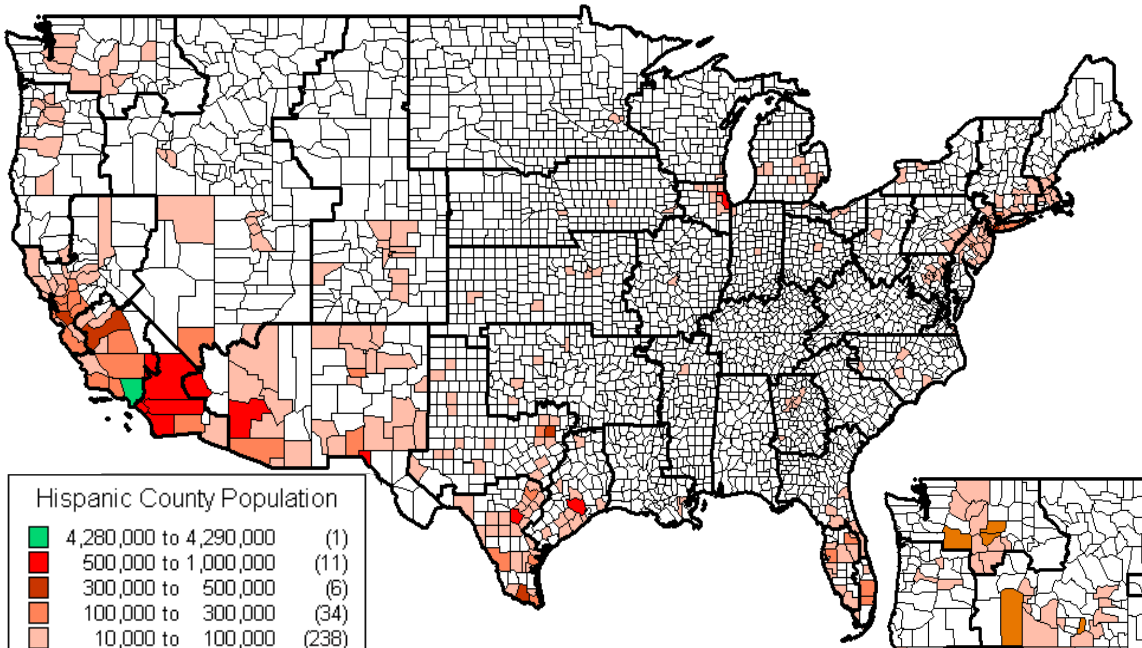
*this data represents total pop

" **High birth rates as well as high immigration rates contribute to the fast growth of the Hispanic market.**

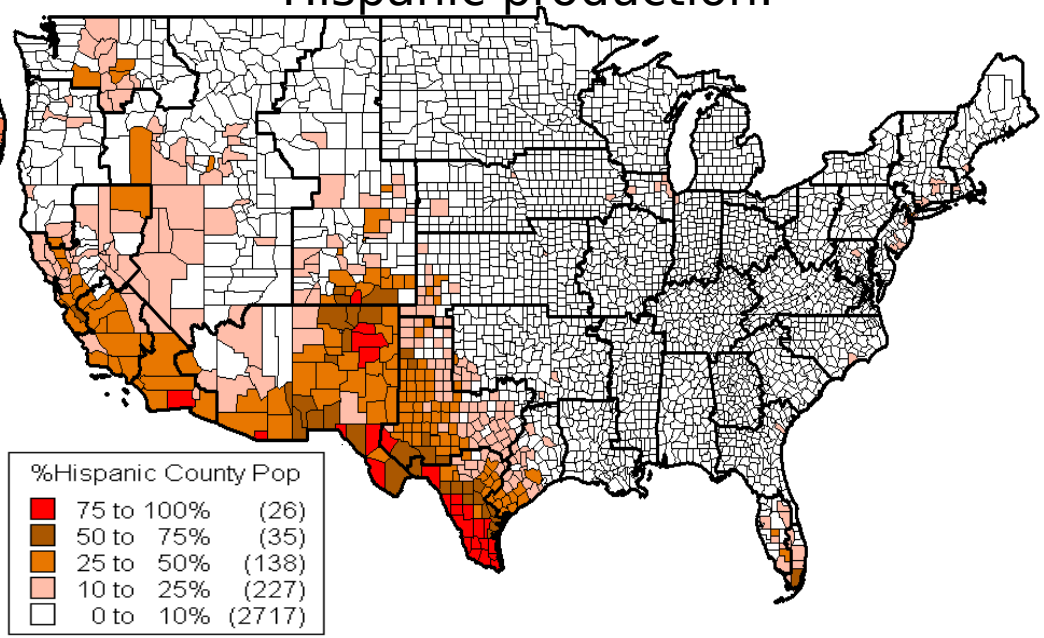
- Individual and household income for Hispanics growing at a faster rate than for other groups.

*** Yankelovich Youth Monitor 2000/2001**

Regionalized Populations



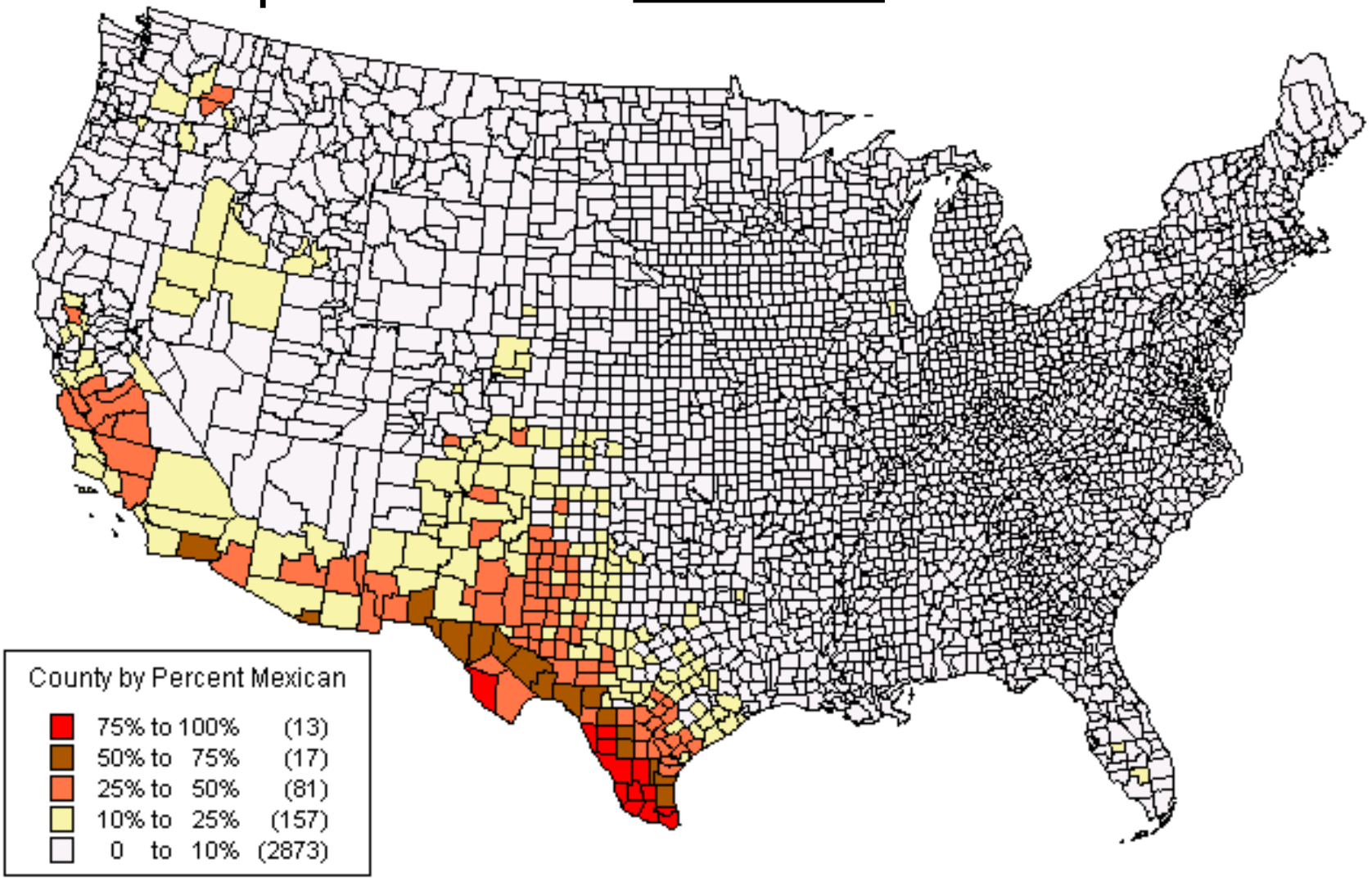
Top 10 Hispanic Bns (LA, San Ant., Miami, Phoenix, SoCal, NYC, Houston, Dallas, Sacra., Chicago) contain **78%** of the Hispanic population and account for **81%** of the Hispanic production.



*** POP data: W&P 2001 projection, includes H**
**** PROD data: EAF, FY01 - FY02 (thru 8 Jan)**

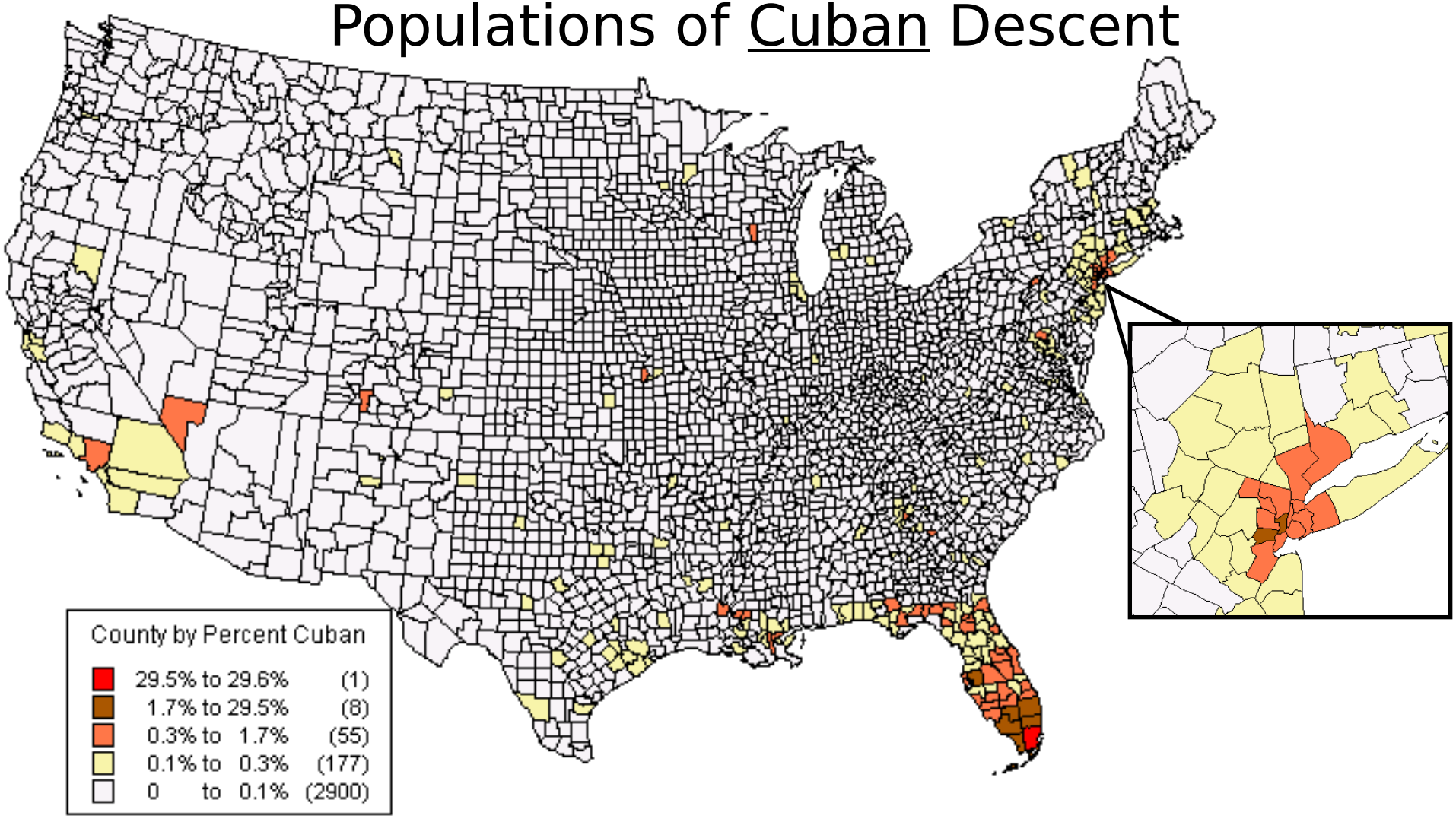
Hispanic Sub-Cultures

Populations of Mexican Descent



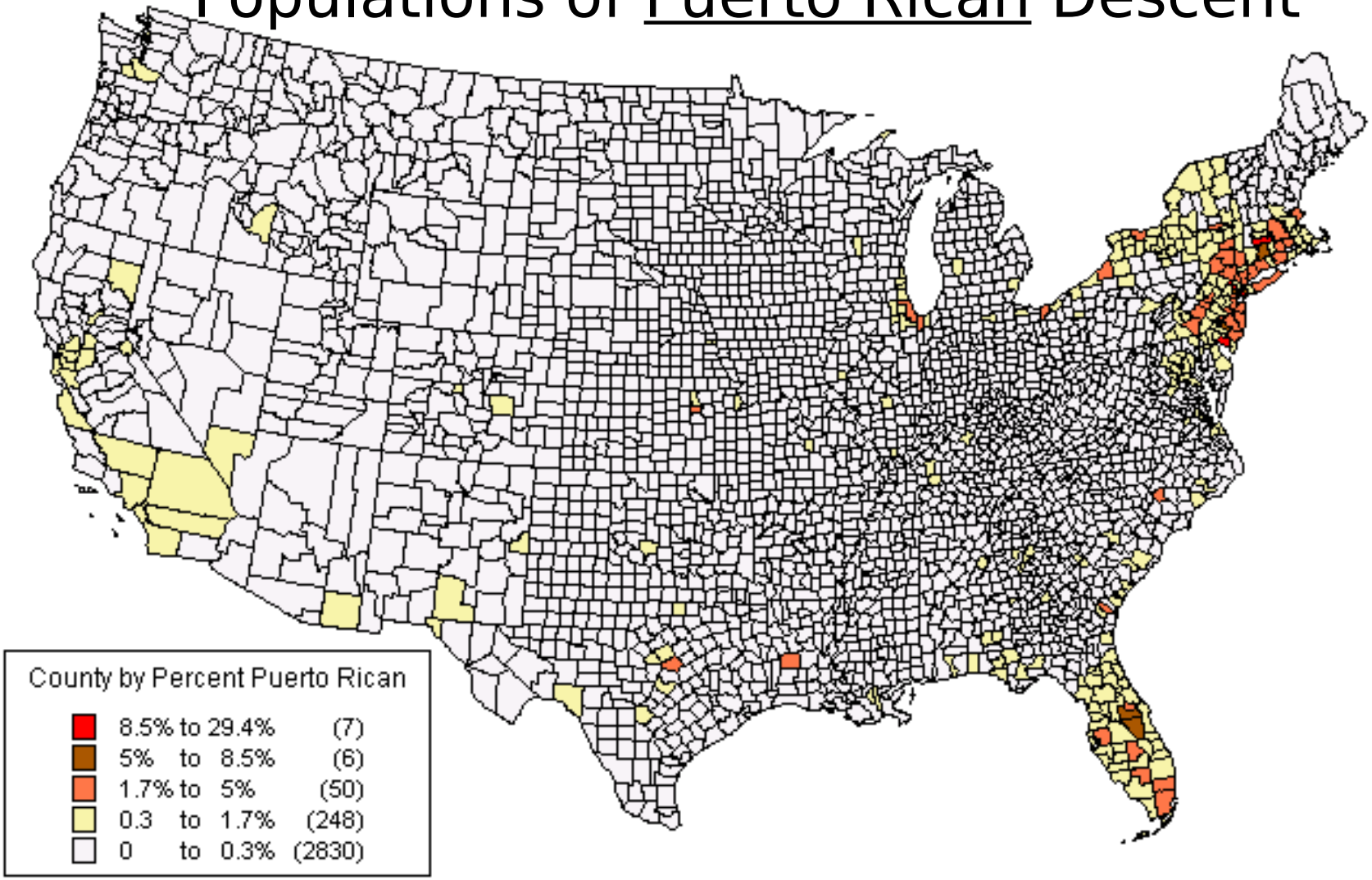
Hispanic Sub-Cultures

Populations of Cuban Descent

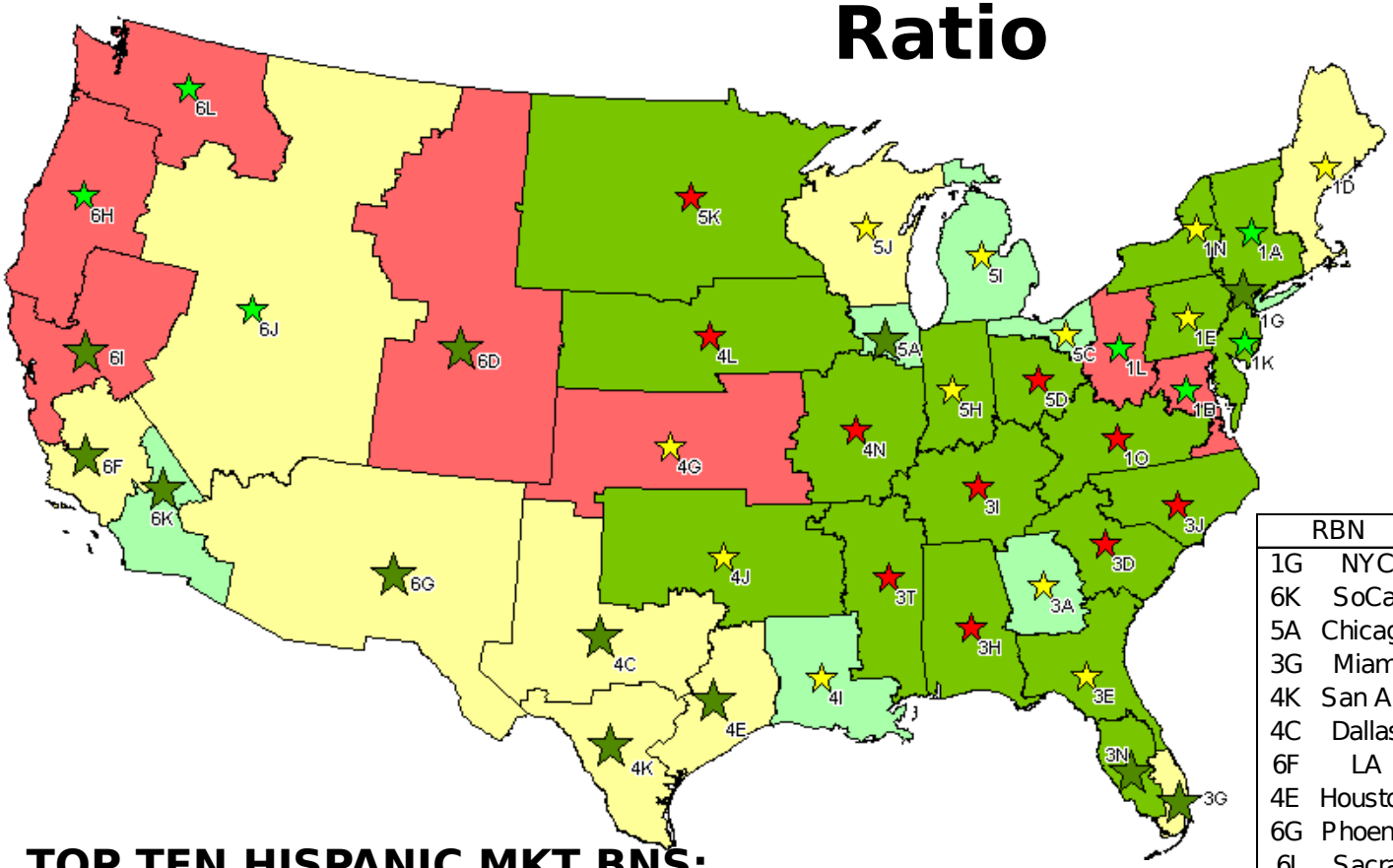


Hispanic Sub-Cultures

Populations of Puerto Rican Descent



FY02 (thru 8 Jan) Hispanic Prod-to-Pop Ratio



17-21 Hispanic Pop
(w/o HSDOs)

- 7% to 60% (12)
- 5% to 7% (7)
- 2% to 5% (12)
- less than 2% (10)

Production-to-Population Ratio
(17-21 Hispanic Pop w/o HSDOs)

- 1.12 to 4.25 (18)
- 1.00 to 1.12 (7)
- 0.75 to 1.00 (9)
- 0.18 to 0.75 (7)

RBN		17-21yr	w/o HSDO	FY02prod	P-to-P
1G	NYC	25.9%	24.4%	27.1%	1.11
6K	SoCal	40.0%	30.3%	31.4%	1.04
5A	Chicago	20.1%	13.3%	13.7%	1.03
3G	Miami	60.0%	60.0%	57.6%	0.96
4K	San Ant	62.1%	59.7%	55.2%	0.93
4C	Dallas	23.0%	16.0%	14.4%	0.90
6F	LA	56.5%	45.8%	38.7%	0.85
4E	Houston	25.1%	20.1%	16.6%	0.83
6G	Phoenix	39.9%	35.9%	28.1%	0.78
6I	Sacra	27.6%	22.1%	13.2%	0.60

TOP TEN HISPANIC MKT BNS:

- **No true High/Highs among the Top 10 (Tampa = only High/High)**
- **Mid-High/High: NYC, Chicago, and SoCal**
- **Low/High: Miami, Houston, San Ant, Dallas, Phoenix, LA**
- **Sacramento has a very low P-to-P ratio = .597**

Hispanic Serving Institutions - HSIs

(Background and Definitions)

" **1990 - 97:** Hispanic enrollment in post-secondary educ. increased approx. 50%
" Approx. 10% of post-secondary students are Hispanic.
" Approx. 46% of Hispanic undergrad full-time students are enrolled at HSIs.
" Accredited and degree-granting public or private nonprofit institutions
" 25% or more total undergraduate full-time equivalent students = Hispanic.
" 67% of the approx. 200 HSIs are located in CA (57), PR (47) and TX (32).
" Over 50% of current enrollment in HSIs = Hispanic (total minority = 72%) .
" 53% of HSIs are 2 yr inst; and 68% are public; over 1/3 are in large cities.

" Definition of an HSI: Accredited, degree-granting public or private nonprofit inst. with >25% total undergraduate full-

* Excellent site for HSI info/locations = http://www.ed.gov/offices/OIIA/Hispanic/hsi/

Post-Secondary Accredited Institutions

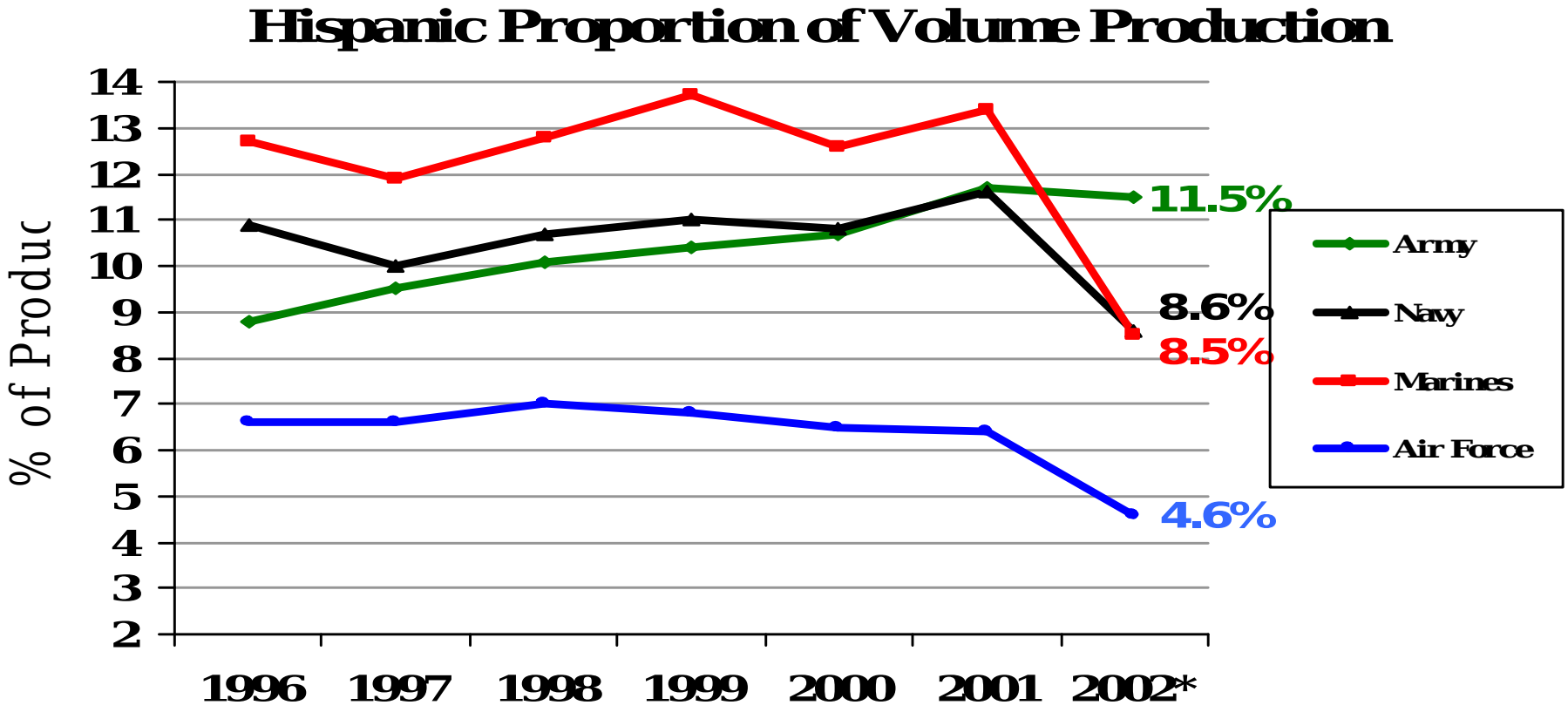
Type of College	1G -NYC			3G - Miami			4C - Dallas			4E - Houston			4K - San Antonio		
	Pub	Priv	TOT	Pub	Priv	TOT	Pub	Priv	TOT	Pub	Priv	TOT	Pub	Priv	TOT
2 yr	13	17	30	4	31	35	26	10	36	19	7	26	1	6	7
2 yr HSI	6		6	2	1	3	4		4	1		1	11		11
2 yr Tribal			0			0			0			0			0
4 yr	21	87	108		18	18	6	14	20	4	9	13		10	10
4 yr Army ROTC*	1	16	17	1		1	4	8	12	6	2	8	2		2
4 yr Oth Svc ROTC	3	5	8			0	2	2	4	1		1		1	1
4 yr HBCU	3		3			0	2	1	3	1	2	3			0
4 yr HBCU Army*			0		1	1			0	2		2		1	1
4 yr HBCU Oth Svc			0			0		1	1			0			0
4 yr HSI	4	3	7	5	26	31	1		1	1		1	3	2	5
4 yr HSI Army*		1	1	8	6	14			0		1	1	4	2	6
4 yr HSI Oth Svc		1	1			0			0			0			0
unknown			40			22			10			13			2
TOTAL	51	130	221	20	83	125	45	36	91	35	21	69	21	22	45

Type of College	5A - Chicago			6F - LA			6G - Phoenix			6I - Sacramento			6K - So Cal.		
	Pub	Priv	TOT	Pub	Priv	TOT	Pub	Priv	TOT	Pub	Priv	TOT	Pub	Priv	TOT
2 yr	18	10	28	12	21	33	16	25	41	40	24	64	17	20	37
2 yr HSI	5	1	6	25	2	27	20	2	22	3	6	9	9		9
2 yr Tribal			0			0	3		3			0			0
4 yr	1	62	63		56	56	3	27	30	6	54	60	2	25	27
4 yr Army ROTC*	4	8	12	5	8	13	4	1	5	6	3	9	3	6	9
4 yr Oth Svc ROTC			0		1	1			0	1	2	3	1		1
4 yr HBCU			0			0			0	1		1	1		1
4 yr HBCU Army*			0			0			0			0			0
4 yr HBCU Oth Svc			0			0			0			0			0
4 yr HSI			0	1	3	4	3		3	1	1	2			0
4 yr HSI Army*			0	4	1	5	2		2			0	1		1
4 yr HSI Oth Svc			0			0	1		1			0			0
unknown			31			9			10			9			16
TOTAL	28	81	140	47	92	148	52	55	117	58	90	157	34	51	101

" **Each CDROM contains battalion college dbf's which include name, location, etc. of AIPE colleg**

Competitive Overview

- Marines & Navy have traditionally maintained the strongest foothold in the Hispanic market (USMC with strongest %, Navy with numbers larger than any other svc), but 1st QTR FY02 reveals a decrease in USMC, Navy, and USAF Hispanic production while the Army holds strong at **11.5%.***



*FY02 YTD (Dec) Source: S32 Market Share Process for other svcs and EAF for Army production.